

Sell Like an Interrogator

The Disciplined Listening Method



Wicklander-Zulawski
Business-Intelligent Communication

Maintain a Learning Mentality

- Stay patient
- Be aware of your behavior and biases
- Demonstrate respect and empathy



Selling Means Teaching

- Lead buyers to new ideas and perspectives
- Questions can be perceived as invitations or attacks



The Two Core Components of Trust

- Character
- Competence



Reverse Engineer Your Strategy

- Lead to your best point
- Why shouldn't they buy from you?



Precede Tough Questions

- Demonstrate understanding
- Illustrate knowledge



Deception vs. Discomfort

- Gain insight into your buyer's motivations and intentions
- Follow the four steps to evaluate behavior

Evaluating Communication

Establish the Behavioral Norm

Observe Behavioral Clusters

Strategic Value

Identify the Trigger

Evaluate in the Context of the Situation

Leverage the Indicative Index

- Provide a list of potential motivations, objections, excuses or alternatives
- Allow your buyer's reaction to dictate the direction of the conversation



The Indicative Index - Sales

Time

Cost

Visibility

Partnerships

Customers



Take Bullets Out of Guns

- Diffuse arguments before they start
- Introduce contentious information before buyers can



Accept – Reframe - Justify

- Don't argue, accept
- Turn reasons they “can't” into reasons they “should”



Capitalize on Assumptive Questions

- Create interim agreements
- When they hesitate, exaggerate



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